

Harry Butner, a mechanic and painter at INT-GAG, takes his customized race van to most NASCAR Grand National races for the pre-race parade lap.



Piedmont colors fly on race van

On most NASCAR Grand National race days, the Piedmont colors fly on more than Terry Labonte and the No. 44 Chevy Monte Carlo. The familiar blue with red and white trim also circles the track asphalt in the pre-race parade lap on Harry Butner's customized race van — a Chevrolet, of course, with NASCAR44 as its license plate.

Butner, a mechanic and painter at INT-GAG, is a self-appointed Piedmont promoter whose interest in car racing has spilled into the 20 weekends a year that he spends at the Grand National tracks, putting the company's name and colors before thousands at America's top spectator sport.

"I enjoy it," Butner said. "I like to be around the drivers and mechanics."

dirt track

It wasn't too long ago that Butner did more than drive a van at the tracks. In 1982, he raced on dirt tracks in the Carolinas and Virginia, resurrecting an interest in racing that he cultivated in the 1950's when he raced Hobby Division cars at Bowman Gray Stadium in INT and Midget Division on a local circuit.

The drivers he raced against in those early days included such NASCAR greats as Billy Myers

and Joe Weatherly. But while they stayed behind the steering wheel, Butner made his career at Piedmont, having joined in November 1950 as a line serviceman at INT-GAG. So when Piedmont became a NASCAR sponsor in 1982, Butner not only was pleased, he looked for some way to contribute.

painted van

At that time, Piedmont race fans sometimes drove to the races in Rockingham and Charlotte, NC, in the company's car pool vans. Butner volunteered to drive and it wasn't long before he thought of a way to help the racing program even more.

"I noticed that all the other companies had vans in the parade lap," he said. "In late 1982, I bought a van, painted it and added Piedmont decals. Then we started having a van in the parade lap."

The van's colors then were red and white, the colors that Piedmont's driver, Ricky Rudd, used on his car. When the company began sponsoring Terry Labonte in 1984, Butner repainted the van and, in spring 1984, bought a later model Chevrolet van and personally customized it with all the comforts that plush gray and blue velour, padded swivel seats, a stereo tape deck, personal read-

ing lights, carpet and other amenities can provide.

"It took me three weeks, every night until midnight to put that interior in it," he said. "I've turned down \$10,500 for it."

With the help of Danny Culler, aircraft sales representative at INT-GAG, Butner and his sons painted the van with Jet Glo aircraft paint in a similar color scheme as the No. 44 Chevrolet and the tractor-trailer that hauls the Piedmont car to the race tracks. With Piedmont decals, the company logo, the number "44" at different places on the van and the Chevrolet emblem, Butner and his van attract the kind of attention that can only pay dividends to our racing program.

Besides the parade lap, when the van is announced over the public address system and Piedmont is acknowledged as the official airline of NASCAR, Butner shuttles Piedmont officials at the racetrack, helps transport team members and equipment, and keeps a good stock of Piedmont promotional items to give to fans.

the future

Already this year, he has recorded 7,500 miles going to the races and plans to attend every race except those in Delaware,

Pennsylvania, Michigan and California.

What does Butner get from all the time and expense of his racing travel?

"Thrills, enjoyment. I feel like I'm part of the race."

And he also said that it's nice giving Piedmont even more publicity in the sport that's been his favorite for so long.

PI float Comes in 2nd In parade

Piedmont won second place, a trophy and \$200 for its float in the Goody's Pole Day Parade of Lights, an extravaganza that was part of the World 600 Festival in Charlotte on May 22.

Piedmont's 30-foot long float featured the company bird and a black and white checkered flag stand where Terry Labonte waved to the crowd as the parade wound through Charlotte.

The float was made by G. Michael's Inc. in Charlotte.

LABONTE'S 1985 STATISTICS*

Earnings	\$348,650	(3rd place)
Winston Cup points	1,815	(1st place)
Union 76 competition	1st place	

race	start	finish	winnings	reason/laps
Busch Clash	11	WON	\$65,000	running/20
Daytona 500	31	25	18,735	clutch/154
Miller High Life 400	9	6	11,665	running/399
Carolina 500	POLE	3	23,310	running/492
Coca-Cola 500	23	6	16,225	running/327
Valleydale 500	4	3	16,625	running/498
TranSouth 500	3	4	17,105	running/366
Northwestern Bank 400	2	7	10,735	running/399
Sovran Bank 500	15	6	11,900	running/498
Winston 500	3	7	20,100	running/185
Budweiser 500	POLE	16	14,050	engine/437
The Winston	POLE	3	60,000	running/70
World 600	18	5	24,000	running/398
Budweiser 400	2	WON	39,200	running/95

* through June 8, 1985



Piedmont and World Airways have been in the forefront in the industry in working to improve services for the handicapped and in particular, helping to design the boarding chairs of the future.

The two airlines were hosts recently at a joint meeting at BWI of the Transportation Committee of the Architectural and Transportation Barriers Compliance Board (ATBCB) and the Department of Transportation (DOT). Piedmont provided the major support service for the meeting including aircraft for testing the boarding chairs. Carl Crumley, director-passenger procedures, was in charge of the program.

(At left) BWI agents Rayfield Williams and Mark Kennedy carry a passenger up the air stairs in one of Piedmont's special wheelchair/boarding chair combinations. On the ramp is Agent Randy Markwardt and at the top of the air stairs, Elisabeth Silverman with World Airways and Larry Gillespie with the ATA.